

# Microsoft Commerce Strategy

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Commerce Platforms

February 22, 1999

**Microsoft**

Commerce  
Solutions

# Agenda

## ❖ Vision & Strategy

## ❖ Initiatives

- Digital Nervous System (DNS): Commerce Products & Services
- Microsoft Network (MSN): Commerce Services
- Distributed InterNet Architecture (DNA): DNA Commerce

## ❖ Architecture

## ❖ Roadmap

# Microsoft Commerce Vision

## Friction-free Commerce



Vision



Strategy

Ease of use, Components & Extensibility, Semantic Interoperability (Schemas)

# Microsoft Initiatives

**Internet**

Business Web Sites &  
Trading Webs

**MSN Commerce**

**DNA Commerce**

**XML Schemas**

**DNS Commerce**

**Office, BackOffice, Windows**

Business to Business

Business to Consumer

# Initiatives

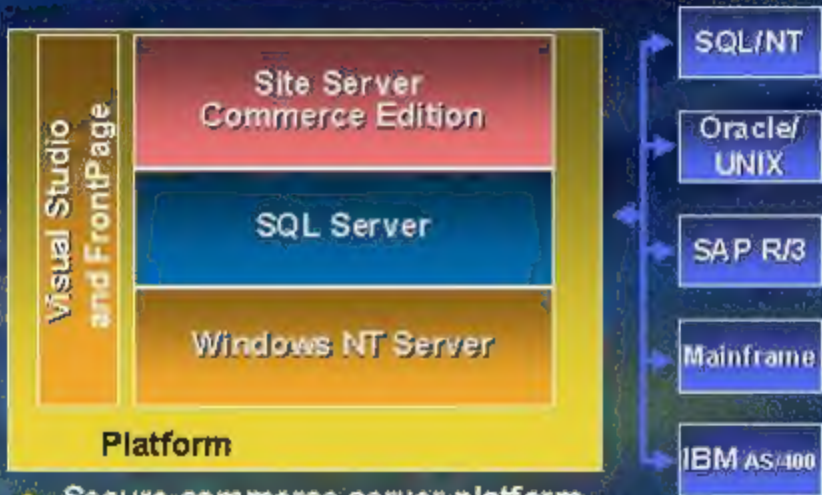
DNS Commerce: Platform

MSN Commerce: Marketplace

DNA Commerce: Industry Initiative

# DNS Commerce Products & Services

# DNS Commerce Products



- Secure commerce server platform
- Integration with best-of-breed tools
- Interop with existing systems

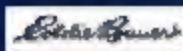
Commerce  
Software



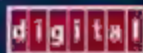




# DNS Commerce Customer Momentum

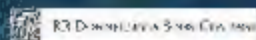
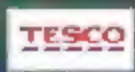
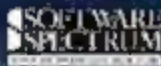


DELL



Welcome to **Dixons** online

WILLIS TOWERS



# DNS Commerce Proof Points

DNS

- ❖ **Rapid, Easy development & deployment**
  - Small business to enterprises
  - Application Model & Tools
  - Analysis & Management tools
  - Proof Points: LinkExchange customers, Chapters Online, 800 Flowers, Dell

DNA

- ❖ **Extensibility**
  - Enable partner Innovation
  - COM & XML based architecture
  - Proof Points: Largest ISV support of any Commerce Platform

MSN

- ❖ **Internet Scale**
  - Meeting the high scale needs today
  - Proof Points: SKUs (e.g. Barnes & Noble), Transactions (e.g. 800 Flowers), Users (e.g. Merisel, Delphi)

# DNS Commerce: Future Directions

- Site Server Commerce Edition & LinkExchange become
- Commerce Enterprise Server
- Commerce Interchange Server
- Commerce Small Business Services

# DNS Commerce: Future Directions Enterprise Server

DNS

## Follow-on to Site Server Commerce 3.0

### What's New

#### ■ Improved Search, Navigation, & Filtering

High performance targeting engine can aggregate user profiles (from local and network sources) to optimize delivery of content based on content filtering

#### ■ New catalog features – user profiles, product information

More extensive transaction architecture that enables flow-based on business process and

#### ■ J2AP Enabled Analysis & Reporting with financial visualization support

#### ■ Data Mining and Analytics support

#### ■ Business-to-Business Commerce

# DNS Commerce: Future Directions

## Enterprise Server

10000

10000

10000

10000

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10000

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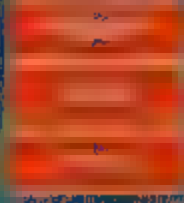
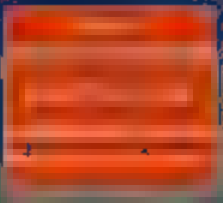
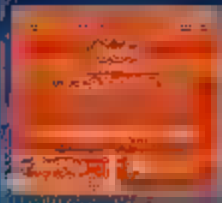
10000

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Targeting

Transaction

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Enterprise Server

# DNS Commerce: Future Directions

## Interchange Server

DNS

Follow-on to Commerce Interchange Pipeline

### What's New

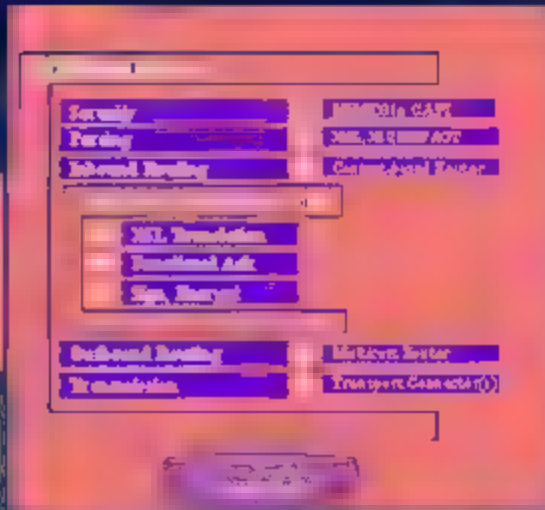
- Richer business process integration within and between companies
- Tools & Infrastructure for Semantic Interoperability
  - Interchange Engine
  - Data transformation engine
  - Mapping tool
  - Application Services
- Enhanced partner management tools with support for trading webs
- Tracking and analysis support

# DNS Commerce: Future Directions

## Interchange Server

Source: Benji Applications

Generic App Commerce Revenue



Source: Benji Applications

Generic App Commerce Revenue

Source: Benji Applications



# DNS Commerce: Future Directions

## Small Business Services

DNS

- Integration of LinkExchange, Site Server

- Hosting sites: Provisioning, Site Creation, Catalog & Site Management

- Promoting sites: SubmitIT, Banner Exchange, Click Trade

- Operating & maintaining sites: Shopping Cart, Checkout, Payment Analysis

- Enables (ISP, SP) hosting

- Rich customization via FrontPage

# Commerce Platform: Future Directions

## Commerce Services Architecture

Promotion Services

Marketplace, Banner, Endpoints

Back Office Services

Ordering, Cart, Checkout



Order

Market

Business Logic

Web Services Interface

Provisioning & Administrative Tools

Management



Commerce Platform



# MSN Commerce

# MSN Momentum

**MSN experiencing great momentum**

**Extending reach worldwide**

• Streamline UI

• Select services that will be most useful worldwide

**Leading services in commercial categories**

• Verticals: Auto, Finance, Health, Real Estate, Travel, Entertainment

• e-Procurement, e-Insurance, e-Travel, e-Real Estate

**Success with corporate, small business and local marketers**

• Sent signal early in 2000 that we were serious about

• Local search services in Commercial and ePages

• Network of 300,000+ local search engines in 2000

# Future Directions: Membership Services

- ✕ Convenience in a secure environment
  - Single login, password, mailer
  - Logins/ence for multiple sites
  - One-click shopping
  - Consumers in control of their personal information (notice, access, choice)
- MSN services first, then 3<sup>rd</sup> parties
- TrustE and BBBOnline compliant

# Future Directions: Marketplace

Connect businesses and consumers in a coordinated Web marketplace

*Example: Microsoft MSN*

Provide unique value to consumers who want to shop or buy

- Coordinated, integrated shopping experience
- Broad choice and ability to compare
- Personalized on-line shopping

Help businesses sell more efficiently

- Consumer Marketplace (MSN) partners with Amazon
- Publish product and price data; integrated search
- User profile information and personalization

## **Future Directions: Marketplace**

### **Consumer**

- Learn: buying guides
- Find: products, businesses, promotions, notification
- Organize: shopping lists, gift registries
- Buy: online merchants, local merchants, buy now

### **Business**

- Reach: on MSN, throughout Web (i.e. services)
- Targeted promotion: products, promotions
- Integrate with systems through data interchange





# Industry Initiatives

## DNA Commerce

# Extranets to Trading Networks

DNS

DNA

MSN

## ❖ Situation

- 1-1 EDI Investments Evolving (eg. XML)
- 1-M Extranets Benefits - Limited
- Standards Exists; More Needed



## ❖ New Trading Networks Evolve

- Platform technologies
- Interchange standards
- Integrated processes

# Extranets to Trading Networks

DNS

**1-1** Collaborative  
Promotion and  
Forecasting



New Processes

20% Out-of-Stock  
Reduction

DNA

**1-M** Extranet Model  
with 20 Suppliers



Common Processes  
and Data Structure

Full Assortment  
Impact

MSN

**M-M** Micro  
Marketplace w/3000  
Suppliers

Industry Best  
Practice 20 Retailers

Defacto Standards

# Future Directions: DNA.Commerce Architecture

DNS

DNA

MSN

## Microsoft Industry Initiatives

- Customer/partner driven
- Intra- and Inter- enterprise
- Common conventions
- Based on industry stds

### Service Industries

WinDNA FS  
Financial Services

1.5 TB/yr  
50-150M  
60-60M

WinDNA FS  
Insurance

1.5 TB/yr  
50-150M  
OTC, B2B

ActiveX for  
Healthcare

2 TB/yr  
75-100M  
HL7

### Product Industries

WinDNA  
Manufacturing

1.5 TB/yr  
20-150M  
CAGIS

Value Chain  
Manufacturing

2 TB/yr  
150-150M  
VICS, UOC

Active Store  
Retail

2 TB/yr  
200-150M  
ARTS, EAN



Microsoft DNA.Commerce

X12, XML Schemas

MSN Schemas

Commerce Platforms

# Roadmap

## ❖ DNS Commerce:

- Interchange Server: CY End 99 (Beta July 99)
- Commerce Enterprise Server: CY End 99 (Beta July 99)
- Small Business Commerce Server & Services: 2H 99
- Reviewers Workshop: May 1999

## ❖ DNA Commerce:

- Architecture Review Timeline: TechEd 99 May 24

## ❖ MSN Commerce

- Partner Design Review for Consumer Marketplace Schema: June 99